Bauhaus influence on typography and web design

1. Bauhaus school and history
2. Form follows function
3. Responsive web design
4. Rational, clear, and readable. Universal typography by Herbert Bayer
5. Fusing words and images
6. Content designed by hierarchy
7. Color theory, Color meaning, complementary colors, and the connection of colors and shapes
8. Collaboration of different disciplines

Theory: Bauhaus influence on typography and web design

Bauhaus history

Walter Gropius was the founder and first director of Bauhaus.

The school was created with the intention of releasing the creative power of students.

Artist were isolated with the philosophy that studying cannot produce art and that it's determined by the individual talent of the student. In the design process you are to give form to space.

The end goal of Bauhaus is to allow a student to find the task that they can strive in.

Function priority over aesthetics.

Slide topic 1:

Bauhaus

Walter Gropius

Isolation of artist

Design process

Curriculum

Form follows function

The object's design in this case should be based on its functionality. Bauhaus wanted to remove any decoration that do not add a feature that is useful to the user, anything that is considered decoration is removed.

Slide topic 2:

Form follows function

Aesthetics are second to the function of the product

If the function does not change, then the forms should not change

Responsive web design

In the past websites were created for desktop and because of this, designs didn't transfer well into mobile phones.

The functionality of responsive design is to adjust the layout of the website for someone with a mobile device. The most apparent functionality of the responsive design is the hamburger menu. Because of the lack of space in mobile compared to a desktop, the solution was to add button to display the menu. Other forms of functionality include stacking elements on top of each other and changing the grind from 3 or 4 columns to 1 column. Because of this, mobile first was created, and modern websites are created for mobile first and then use the extra space that the desktop offers to create a grid.

Slide topic 3:

Websites did not adjust well to small devices

The functionality of responsive design

Hamburger menu

Mobile first

Universal alphabet Herbert Bayer

Hebert Bayer wanted to create a modern font and he broke down the font into what he called the essentials. Serifs and capital letters were removed. He created the universal alphabet. Bauhaus wanted to focus on the function and stripping away the element to its bare. Later it was also deemed that sans serif would fit better with photography as its clear and easy to read. He thought that serif design was just a new font and that aesthetics didn't move the typography into a modern era. That new cool fonts would get boring after a while of reading. Bayer noticed some problems with the concept of universal as there are many factors, one of the biggest one being the languages' grammar. Because of the many languages across the globe there must be a new way to solve the barrier and close that gap. That text and pictures have started to be implemented in the medium like magazines and websites later. Using art to show communication is also a possible way to try and communicate the same message.

Slide topic 4

Rational, readable, and clear

No capital letters

Serif removed

Grammar

Universal communication

Text-pictures and pictorial

Typophoto Lázló Moholy-Nagy

Lázló Moholy-Nagy believed that the combination of photography and text would reduce the interpretation of what one is trying to communicate. Photos can display the topic at hand, and this enhances what the text tries to communicate. He thinks that text alone can be difficult to understand or rather can lead to misinterpretations. There's something about photography that is realistic or rather represents an exact object. It is that optical aspect that makes photography so powerful alongside text and why in modern website you see the hero image with text, often a message of what service you are to expect from such website and a button or a call to action. Some other ways that images are used alongside text can be found in the about page of a website, for example a description of the developers.

Slide topic 5:

Lázló Moholy-Nagy

Hero image

Text and image

Content designed by hierarchy

This painting by Wassily Kandinsky shows hierarchy. Modern websites can have a similar use of layout, colors contrast, and alignment of text. I'm sure you can picture website layout in this painting. Top as the header, top left for the logo, to right as the navigation, the bottom as the footer, the big rectangle as a container for the content, 2 columns in the middle for content, the right side under the header with text, and left with an image etc... This painting also shows some sort of a grid system as each shape is divided into a smaller shape.

Slide topic 6:

Wassily Kandinsky

Hierarchy

Color theory, complementary colors, color meaning, color palette

Josef Albers experimented with painting colors using 3 to 4 squares in a non-representational way. The squares were placed inside each other and he saw the impact of changing the color. By trying different colors, he saw how they can produce a different effect and how they can work together. To him colors were its own medium, they do not try to recreate a natural object. He did not accept any interpretation of his work and insisted that colors are an aesthetic revelation. In contemporary design, we can see his painting as a color palette or branding.

Slide topic 7:

Josef Albers

"Homage of the square" painting

Color as its own medium

No room for interpretation

Collaboration of different principles

In the reading *The Theory and Organization of the Bauhaus* Walter Gropius says, "...the culminating point of the Bauhaus teaching is a demand for a new and powerful working correlation of the process of creation."

"Architecture unites in a collective task all creative workers, from simple artisan to the supreme artist." - Gropius Walter

Culminating meaning the point of highest development

Correlation meaning a connection between two or more things

Companies are designed to be able to work together even if they work on different departments.

Slide topic 8:

The goal of the Bauhaus curriculum

"...the culminating point of the Bauhaus teaching is a demand for a new and powerful working correlation of the process of creation." - Gropius Walter

"Architecture unites in a collective task all creative workers, from simple artisan to the supreme artist." - Gropius Walter

Graphic Designer

Web Designer / Prototype

Frond-end Engineer

Back-end Engineer

Beats headquarter

Slide end 9:

Overview

Thoughts

Typography

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